

Arrow Brands Builds Foil Plant at Cost of \$2 Million

Who's afraid of the Big Bad Recession?
 Who believes in the Big Bad Recession?
 Not Arrow Brands, Inc., foil manufacturing subsidiary of the Reynolds Metals Co., which is shelling out close to \$2,000,000 for its new 145,000 square foot plant now under construction in Torrance.

for opening in late May, prom-
 The facade is decorated with a group of colored aluminum panels, designed by one of America's leading designers, Saul Bass. Extensive use of aluminum will be made in the entrance canopy as well as in the fencing surrounding the three-acre property at Jefferson and Crenshaw boulevards.

New Industry breakfast held at the Torrance YWCA, Harry W. Roth, president of Arrow Brands, Inc., revealed his company's intention of making Torrance the "Aluminum Foil Center of the World."
 The company plans a whopping \$20,000,000 in sales per annum, an unprecedented goal in the aluminum foil industry.

products in the tens of thousands will be introduced into America's market places.

Behind the entire Arrow Brands prosperity drive program stands Harry W. Roth, who started the company as a one-man business. He traveled the length and breadth of the country, writing up his own orders. A pioneer in the foil industry, Mr. Roth is a widely known and respected figure in the field.

Mr. Roth revealed some of the creative vitality of his firm when he told the industry breakfast guests that "as far as our company is concerned, we do not recognize the word recession."

Roth declared that "American industrial expansion in the next 10 years will be keyed to its ability to create new wants for a public which has had its post-war wants pretty thoroughly satisfied."

Actual company plans call for a substantial expansion in the production of aluminum foil for new industries. High speed equipment for specific types of foil conversion are being installed at the Torrance site.

An increased plant and sales force will be employed as production gets under way, according to Robert H. Deutsch, mar-



NATIONAL CHAMPION, Bert Dumais, is congratulated by forensics coach John Dobbin, left, of El Camino College. Dumais won the national championship in oral interpretation in Hutchinson, Kans., during the past week.

keting director of Arrow Brands, Inc.
 Production at the Torrance site will be confined to the first 45,000 square foot building for the present. Additional units are already past the drawing board

National Speaking Plaque Won by Torrance Youth

Bert Dumais, El Camino College freshman, today holds a plaque acclaiming him as national champion of oral interpretation.

Competing in Hutchinson, Kan., during the past week, Dumais of Torrance, emerged the winner of contests which attracted representatives from 75 teams throughout the nation. The contest was sponsored by Phi Rho Pi, national forensics honor fraternity.

El Camino received additional honors in the national debate tourney, as the Don Martin-Gene Fortuna team placed sixth. The team in top-flight company, meeting the host Hutchinson team and the University of Houston debaters in the preliminaries.

Hutchinson subsequently received first place honors in debate for the second consecutive year, with the Houston team placing third in the finals. The Hutchinson team, winner of the

1957 debates, has never been defeated.

The El Camino team of Dumais and George Baena also participated in the debate event.

Fortuna, entered in the impromptu speaking events, made the finals, but was not among the four award winners. He was, however, named among the top 10 entries in his division.

Dumais, in addition to his first place victory in the oral interpretation division, was a finalist in oratory.

The four student representatives from El Camino were accompanied on their trip to the Kansas nationals by John Dobbin, faculty debate coach. The instructor was elected first vice president of the national Phi Rho Pi organization at the Kansas forensics event.

Dumais and Martin will team up in an attempt to win state honors in debate May 2 and 3 at Los Angeles State in regional Phi Rho Pi competition. Other entrants from El Camino have not as yet been named.

Dumais, a political science major, resides at 17322 Arlington in Torrance. A veteran, he is a speech major and plans to complete his work at the University of Southern California. He had no previous experience in debate prior to enrollment at El Camino.

Evelyn Carr PTA Reports

Meeting of the Evelyn Carr Elementary executive board was called to order by the president, Mrs. Roland Stamm, April 14, at the home of Mrs. Robert Dennis. Minutes were read by Mrs. Perry Baker. Mrs. Jean Vance read the treasurer's report.

Program for the association meeting was discussed. April 11 will feature the Carr Music Festival. Mothersingers, orchestra, girls' glee club and primary chorus will perform.

Courtesy seat was extended to Mrs. J. R. Allison, incoming president of PTA.

Announcements were made concerning the kindergarten roundup to be held April 15, 16, and 18. Coffee, cookies and carrot sticks will be served by the board members.

The board agreed that the attendance prize at the association meetings for the balance of the year will be an ice cream treat for the students.

Mrs. Stamm asked for help from the board with the Saturday movies.

Mrs. Baker gave a report on the room mothers' dinner. Mrs. Stamm reported that the cart being made to hold the dishes used at the association meetings will be finished for the April meeting. Council May brunch is to be held May 15 from 9 to 11:30 a. m. Eighth grade graduation party was discussed.

Mrs. Stamm announced that Meadow Park School will present a program on "Standard of Movies—Conduct of Those Attending" on April 21 at 7:30 p. m.

It was announced that the May board meeting will be a potluck luncheon.



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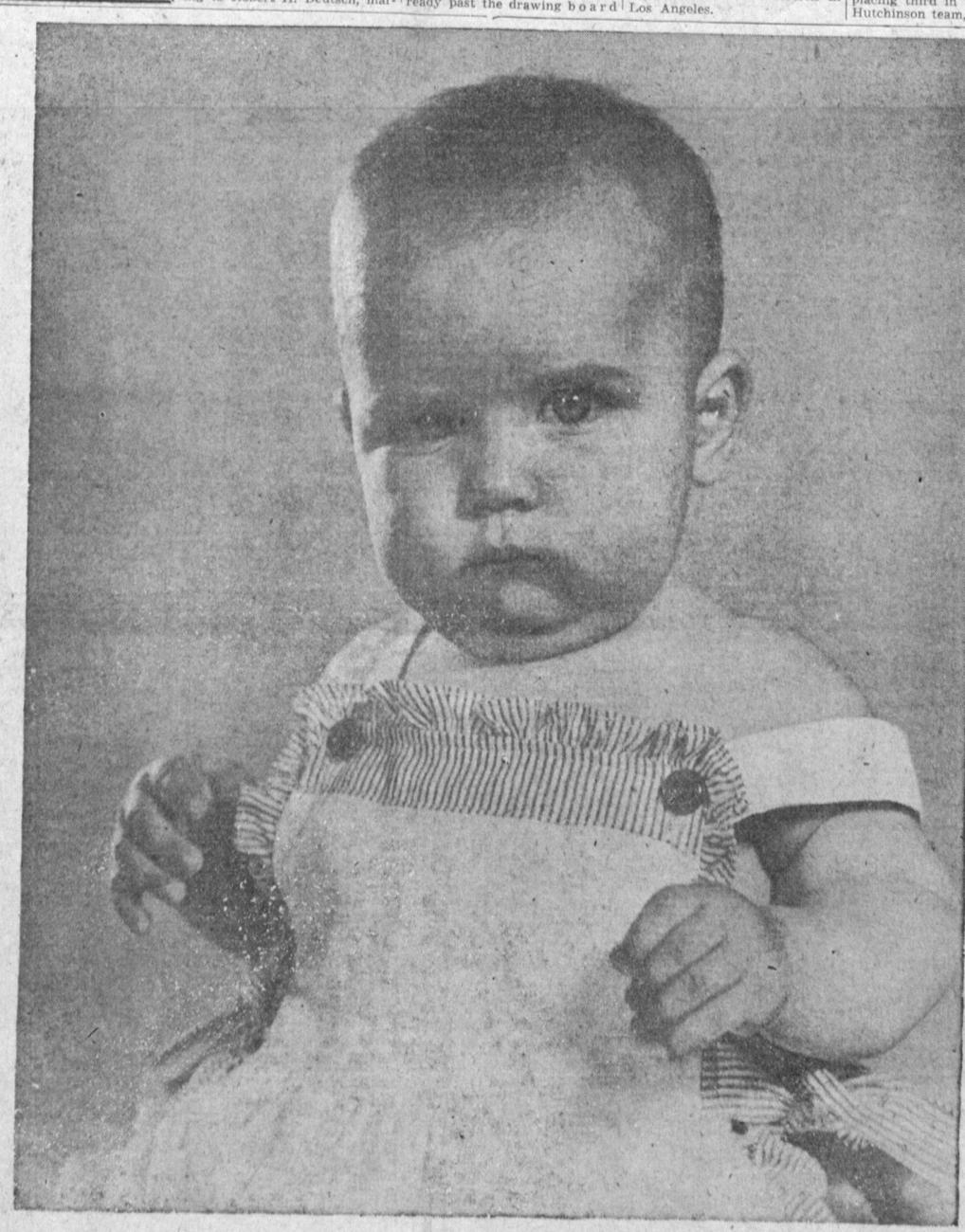
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I THINK I'll pretend I'm the lady of the house today. First I'll check the budget and see if we can't spend more money for cookies, candy, rubber balls, dolls, and such necessities.

Then I'll make out my shopping list. And when I go shopping, I'll do it just like my mother does — right here in our own community. Mom wasn't always that smart. I've heard her tell how she used to chase off to the big city stores . . . crawling through traffic . . . hunting parking places . . . struggling through the crowds, trying to get waited on. Then coming home, all worn out, with something she could have bought right near home without all the aggravation and expense of miles of driving.

After I came along Mom realized she just couldn't

spare the time for that wasteful kind of shopping, so she started doing her buying at the local stores. She says it's pleasant and relaxing . . . she meets her friends and neighbors . . . she gets a lot of personal service from the local businessmen who really go out of their way to build up patronage among the people in this vicinity. *And she's saving money, too!* The prices here are just as low as anywhere else . . . and she's saving the money that used to be spent on useless mileage back and forth to the big-city stores.

So I'll shop just like Mom does. *It's smart and thrifty.* And we both like the idea of doing business with the local folks who pay for our police and fire departments . . . our schools and parks . . . our churches, charities, and civic organizations.

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